

## **ECONOMIC DEVELOPMENT COORDINATOR**

### **DEFINITION**

To perform complex professional level assignments in economic development research, design, implementation, and monitoring of programs encouraging economic development in the City of Hayward.

### **DISTINGUISHING CHARACTERISTICS**

This is a journey-level class responsible for professional duties related to the economic development of the City's private and public sector economy. Work involves responsibility for the application of professional knowledge and skills to effect research, analysis, planning, and implementation of economic development programs and requires the frequent use of independent judgement. Specialized knowledge of financial analysis and business development techniques is required.

### **SUPERVISION RECEIVED AND EXERCISED**

General direction is provided by Economic Development Manager. Assignments may require providing lead, technical, or functional supervision to professional, technical and clerical positions.

### **EXAMPLES OF DUTIES**

Duties may include, but are not limited to, the following:

1. Design, implement, and monitor the success of economic development programs such as business attraction, small business assistance, commercial revitalization, business retention, and marketing key development sites.
2. Counsel small-business owners on ways to improve profitability and the appropriateness of real estate acquisition.
3. Analyze proposed commercial and/or industrial projects requiring City assistance or approval for their financial feasibility and potential impact on commercial development.

4. Assist commercial brokers in locating tenants for key development sites, including providing demographic and site planning formation.
5. Conduct marketing of the City's available economic development program and City services.
6. Assist in the preparation and submission of proposals for funding economic development activities.
7. Update existing City economic development data, and develop efficient methods of maintaining current, needed data on real estate trends, employment/training efforts and related issues.

## **QUALIFICATION**

### **Knowledge, Abilities and Skills**

- A. Knowledge of technical assistance techniques used in addressing such issues as economic development strategy formation, commercial revitalization, business attraction and retention, and small business loan packaging and counseling.
- B. Knowledge of business and financial instruments and concepts relative to loan packaging.
- C. Knowledge of marketing and promotional practices and strategies, especially related to municipal and community promotions.
- D. Knowledge of methods and sources used in analyzing local economic and industry trends.
- E. Knowledge of federal, state, and other resources for economic development and business assistance.
- F. Ability to use financial analysis techniques such as liquidity tests, debt coverage, cash-flow analysis and capitalization analysis.
- G. Ability to communicate clearly and concisely, orally and in writing.
- H. Skill in public and interpersonal relations in a group setting or in a one-to-one situation.
- I. Experience in providing zoning and land use information to potential businesses.

## **EXPERIENCE AND EDUCATION**

Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

### **Experience:**

Three years of recent progressively responsible professional experience in economic, development planning, or redevelopment; including specific experience in business attraction, commercial real estate, or land use planning and site election and permitting assistance.

### **Education:**

Graduation from an accredited college with a Bachelor's Degree in Planning, Economics Public Administration or Business Administration. Graduate degree in an appropriate field may be substituted for one year of experience.

### **License**

Must possess a valid Class C California Driver's License and have a satisfactory driving

## **SPECIAL REQUIREMENTS**

Essential duties require the mental and/or physical ability to: work in a standard office environment and use standard office equipment and current software; safely drive to various locations throughout the City and County to manage, direct, coordinate and/or participate in meetings and community events in a variety of community settings and weather conditions; make effective presentations to public audiences; conduct City business during day and evening hours, including occasional weekend and irregular hours; grasp, perform repetitive hand movements and fine coordination to prepare documents and data using a computer keyboard and mouse/trackball; sit for prolonged periods of time; stand, walk, reach, bend and safely lift and move equipment and materials weighing up to 35 pounds; converse by telephone, by email, in person, and before small and large groups, and be clearly understood; read and comprehend legal, technical and complex documents; interact with the public and all different levels of City staff in an effective and professional manner.

**PROBATIONARY PERIOD:**One year

**City of Hayward**  
**Economic Development Coordinator**  
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June 1985

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AAP GROUP:4

FPPC STATUS: Designated

FLSA STATUS: Exempt